



American Chamber of Commerce in Armenia (article)

BSC Publishes Guide on Corporate Social Responsibility (CSR)

Do we know the meaning, main concept, usage, principles, and advantages and, finally, usefulness of CSR for private sector companies in Armenia?

The answer of this question is in The GUIDE on CSR which is published by BSC training and consulting company (Armenian version). The guide has been developed for owners, directors, stakeholders, employees for the Armenian companies, as well as for those who are interested to know more about CSR concept and its applications. The GUIDE is considered to be very useful tool for the Armenian Companies for development, implementation and communication of CSR projects and is aimed to serve as the basis and initial position for the correct understanding of CSR concept and the investment of the principles.

BSC has presented the important, useful and necessary information about CSR and involved the following points in details:

- ✓ CSR concept definition and sectors of application
- ✓ Important role of CSR in operational and strategic levels
- ✓ main steps of CSR Policy and Strategy Development for Armenian SMEs

For clarifying the advantages of applying CSR principles in Armenia and making it more impressive, **BSC** Company has presented the best examples of successful experiences on CSR and value chain development in Armenian, as well as of foreign (including Russia) companies. Besides, The GUIDE has an explanatory part - CSR terms dictionary, in

which the main economic terms related to CSR are defined in detail. This part provides the reader an opportunity to introduce the GUIDE more clearly.

The GUIDE has been developed by the 16-year experience of **BSC** and the results of the projects of CSR principles implemented by the support of ICCO en Kerkin Actie Dutch Organization during last 5 years. BSC has obtained this experience passing step by step through the following stages:

1. 2004 - CSR concept introduction in Armenia with Triodos FACET/ Dutch Organization
2. 2004 - CSR survey among the owners, businessmen as well as managers of 60 private businesses in all regions of Armenia
3. 2005-2008 - CSR "SUCCESS" (Strengthening sUpplY Chains' Commercial, Environmental and Social Sustainability) two phase Pilot Project in cooperation with ICCO and Triodos FACET
4. 2008-2009 and present - "VALUES" (Value chAin Leaders Unique Experience Support)- CSR Policy Development and Implementation in Value Chain and CSR Public Awareness Building Campaign

In further, BSC plans to present its company to Armenian market not only as consulting, training, research and evaluation company operating since 1994, but also completing the list of its activities as CSR service provider. For that purpose BSC will develop a separate website devoted to the CSR issues in Armenia. This website will help all Armenian companies and other interested parties to find necessary information, best practices, consultancy and answers to their questions in regard to CSR application.